



Filene's
BOSTON

This is The Filene Store

This entire building from sub-basement to roof is occupied by merchandise and service departments owned and managed by Wm. Filene's Sons Company

PUT Filene's near the top of your list of things to see when you come to Boston. Make this store your headquarters. The welcoming latch string is always out.

The Filene Store is the natural center of things in Boston. It stands at the main cross roads where Washington Street, straight from the North Station, New Hampshire, Vermont and Maine, is intersected by Summer Street—the highway from South Station, Cape Cod and westward.

Nearly all street railways in Boston lead to Filene's. Or you can come to our underground doors on any subway, entering the store dry-shod and umbrella-less in any weather.

If Filene's is your rallying-point, nearly everything worth while in old historic Boston is within easy walking distance. The theaters are close by; the State House, looking over Boston Common, but two blocks away.

WITHIN the store itself—

First of all, Filene's is interesting because of the things sold here and the way they are sold. More folks buy their clothes at Filene's probably than in any other store in America.

This store specializes in things to wear for women, children and men. It is a store of Specialty Shops. Each kind of dress, suit, hat, hosiery, underclothing, gloves, shoes, and so on has its own shop in which are people who have specialized on their one particular detail of apparel. The Filene

expert buyers are assisted by the Filene Office in Paris with its clever fashion reporters. Filene stocks are very large and cater as carefully to people of moderate means as to those who have more money to spend. Filene fashions are quite notable for their freshness, newness and correctness.

The Filene Specialty Shops are arranged along charming indoor streets with show windows and signboards. Inside these shops you find seclusion, quiet, time to look and think.

BESIDES the things you expect to find in a big store, Filene's has many surprises for you. The Restaurant on the Eighth Floor is a place of delight. Beautiful decorations, flowers, singing birds, music, really good food and new ideas in service. There is a separate restaurant where men may smoke.

Perhaps you have heard of the Service Balcony where you may register appointments, meet your friends, telephone, send telegrams, cablegrams or wireless messages, consult timetables, order theater, railroad or steamship tickets.

There is a white barber shop for men—no tips whatever—and another that specializes on cutting children's hair. For women there are hairdressing and manicuring rooms and bath.

When you are tired, there is a spacious rest room with inviting easy chairs. Would you write to the folks at home, there are desks and ink and paper and a post-office to mail your letters.

You see, Filene's is planned to be not only a very special kind of a store, but a store home for its friends. Over one of its doorways is written the old proverb, "The chief ornament of a house is the friends who frequent it."

COME to Filene's. You will find friendliness, helpfulness, service. In the meantime we have an interesting book we should like to mail you if you will send us your name and address.

WILLIAM FILENE'S SONS COMPANY
WASHINGTON AND SUMMER STREETS BOSTON